

THE BEST CHOICE FOR *your house sale*



TYLER SIMMONS

&

KELLY GRIECO

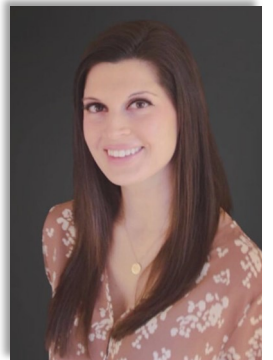
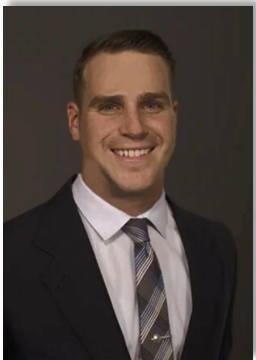
- Realtors -

Licensed in Virginia

703.380.3124 | 703.498.0567

TSimmons.Realtor@Gmail.com

KJeanmarie.Realtor@Gmail.com



www.SimmonsRealEstate.org



OUR CLIENT-FIRST *philosophy*

There are many qualities and skills that go into being excellent real estate professionals: integrity, in-depth market knowledge, effective negotiation skills, and high-quality professional networking. All of these attributes are hallmarks of how we work!

As real estate professionals, we know that providing the very best service is about **putting clients first**. This means keeping ourselves accessible, being good listeners, being good communicators, and responding quickly to your needs.

This "client first" philosophy has always been our approach and requires us to continually improve our skills and learn new ways of doing business. Utilizing the latest technology enables us to do everything we've always done, only much more quickly and efficiently. This ensures that we extend the range of services we provide to our clients, and it allows us to reach and market your home to more people!

WHEN YOU DECIDE THAT YOU'D LIKE TO
BUY OR SELL A HOME, PLEASE . . .

Contact Us!

MARKETING *strategy*

MARKETING — (INTERNET, SOCIAL, MOBILE, PRINT)

- Prepare house and make it “Show Ready!”
- Price it right with a Comparative Market Analysis!
- Pre-Market internal exposure
- Pre-Market networking with market place Agents
- Full MLS benefits (Multiple Listing Service) utilizing reverse prospecting and data analytics
- Property specific website with riders
- Targeted *New Listing* ads and *Open House* ads on Facebook, Instagram, Twitter, and LinkedIn
- Direct *Just Listed* and *Open House* postcard mailings to move up markets and renters
- Open houses for maximum market exposure
- High-quality pictures for full-color brochures, flyers and post cards
- Mobile-marketed on all real estate platforms and sites



COMMUNICATION — *WE ARE ALWAYS AVAILABLE TO ANSWER YOUR QUESTIONS!*

- ShowingTime (interactive home feedback and showing system) via app
- Regular reports on your Neighborhood activity and Market statistics before and after listing
- Regular reports on your Facebook/Instagram ads and showing traffic

GIVE US A CALL OR SEND US AN EMAIL!

EXPOSURE

IT'S ALL ABOUT THE RIGHT PRICE,
THE RIGHT EXPOSURE,
AND THE RIGHT BUYER!

We put you ahead of the curve by reaching potential buyers through Facebook and Instagram advertising. We create beautiful, custom ads and landing pages, we optimize platforms to build an audience, and we run modern campaigns to sell your home!

NEW LISTING ANNOUNCEMENT

Targeted 5-day social media advertisements highlighting details about your property and motivating potential buyers to reach out.

OPEN HOUSE ANNOUNCEMENT

Targeted 3-day Facebook and Instagram advertisements inviting guests to open house events for your property.

PREDICTIVE DATA ANALYTICS

MLS-provided data to calculate matches from saved searches in the buyer portal. We'll use data, (the quantity of likes and hearts) to see the amount of traction and buyer interest.



45%

OF BUYERS WALK THROUGH
A HOME PREVIOUSLY VIEWED
ONLINE

95%

OF BUYERS SEARCH ONLINE
DURING THEIR
HOMEBUYING PROCESS

99%

OF MILLENNIAL BUYERS SEARCH
ONLINE DURING THEIR
HOMEBUYING
PROCESS


YOUR LISTING WILL
NEVER GO

unnoticed.

SELLER'S GUIDE TO SHOWINGTIME

Sellers enjoy working with ShowingTime because it makes it easy for their home to be shown!


Learn more about who ShowingTime is along with a few tips to ensure you and your home are prepared for showings.




REQUESTED APPOINTMENT: Tue, September 9, 2014 2:45 PM

Address: 4540 Mastadon Dr, Cleveland OH (MLS# 4586442)
Price: \$875,000
Appt Type: 1st Showing
Date: Tuesday, September 9, 2014
Time: 2:45 PM - 3:15 PM


To retrieve the requesting agent's information and acknowledge the request, please click the button below. The agent is expecting a follow up as soon as possible to confirm the showing.



Your Listing Agent



Alison Townsend (Listing Agent)
ABC Realty
(321) 123-1234
atownsend@abcrealty.com

Powered by  550 W Jackson Blvd, Suite 700, Chicago IL 60661
800.379.0057 | 312.568.8002
www.showingtime.com | support@showingtime.com

One-Way Text Message & Email Notifications

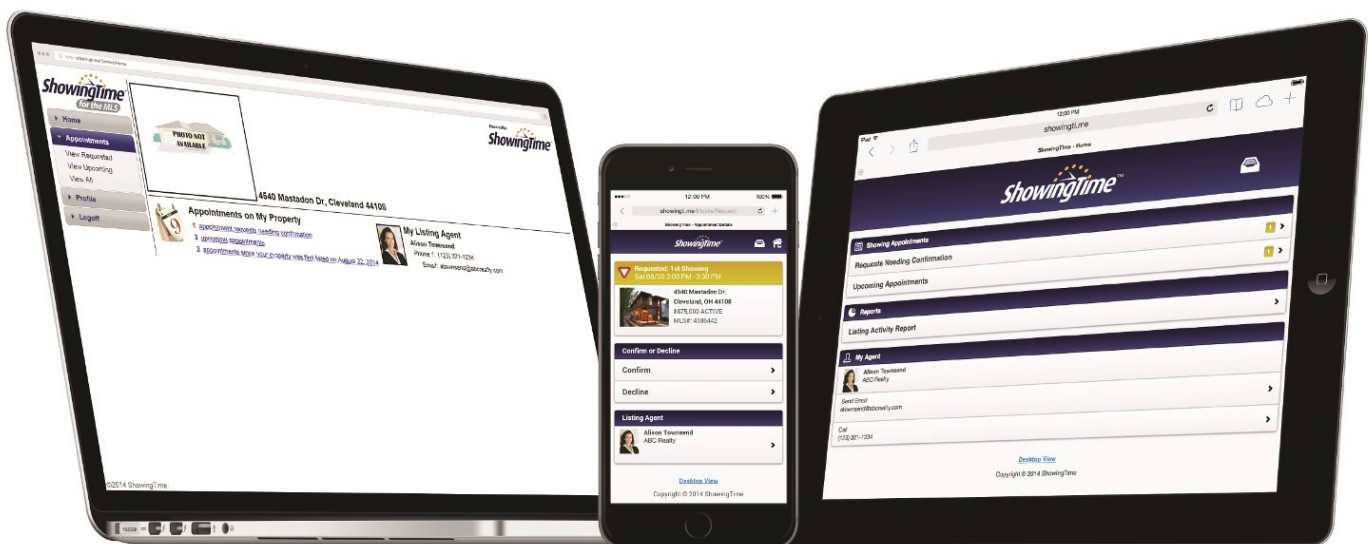
Electronic notifications are perfect for the busy homeowner. Easily confirm or decline showings by using the provided links in your email. Don't need to confirm appointments but want to be notified of any and all showings? That's OK too! Sellers can just be notified of confirmed or cancelled showing appointments.



1st Show Req
4540 Mastadon, Cleveland
Tue, 9/9 2:45 PM-3:15
Automated notification. Please do not reply.
15 mins via SMS

The Simplicity of ShowingTime

With each email notification, ShowingTime will provide you with a quick access link which can be used to open your personalized version of ShowingTime. These links can be accessed via any Browser including those on your desktop, phone or tablet!



800-379-0057 | showingtime.com

SELLER'S GUIDE TO SHOWINGTIME

Sellers enjoy working with ShowingTime because it makes it easy for their home to be shown!

Learn more about who ShowingTime is along with a few tips to ensure you and your home are prepared for showings.

FAQs

Who is ShowingTime?

ShowingTime provides showing management and feedback technologies for real estate agents, home owners and buyers alike. ShowingTime's main focus is to ensure that people who are interested in touring your home can easily and effectively set up an appointment which in turn will notify you or your agent

As a seller, what do I need to do?

Your agent and ShowingTime will take care of bringing buyers to your home... all you need to do is prepare your home for showings.

Will I be notified when a showing is scheduled?

Yes, you can receive an email and/or text message if you'd like. Appointments fall into two categories:

Go & Show - for listings where no appointment is required and the showing request can be immediately confirmed upon request.

Appointment Required - a confirmation must be obtained from the seller, tenant and/or listing agent before the showing may occur.

In each case, you may still elect to receive notifications.

Tips For Showings

Check your messages

ShowingTime will contact you via email and/or text messages, the sooner ShowingTime receives your response the sooner the agent will be informed that they can show. Delayed responses or missed notifications could mean missed showings.

Communicate the importance of showings with others in the household

If everyone relays messages about showings, none will be missed

Have your home ready to show at any time

It's tough to keep your home in tip-top shape every moment, but the practice of preparing it for showings - always neat, always clean, limited clutter - will result in higher likelihood of an offer. All of your aesthetic elements combine to create an impression which could lead to a contract.

Be Prepared for "drive-up" showings

Occasionally agents may drive past your home and have a buyer in the car. Your home may have terrific curb appeal and result in the buyer wanting to see your home at that moment. Be prepared for those showings; it could be the one that results in a contract. Neither ShowingTime or your agent can control a buyers ambition to window shop.



800-379-0057 | showingtime.com

LISTING *timeline*

1 TO 3 WEEKS

- Price and Marketing Plan are agreed on
- May be entered into MLS in Coming Soon Status – 21 day max
- Repair/update items are addressed
- House is staged for photos
- “For Sale” sign installed with coming soon rider
- Facebook/Instagram ads created
- Pre-Market Networking begins

2 TO 3 BUSINESS DAYS

- Professional Photographs are taken. . .
Home should be “show ready” and clean
- Electronic Lockbox installed
on front door with spare house key(s)
- “For Sale” sign installed-*if not coming soon*
- Open Houses scheduled
- Post Cards Mailed
- Facebook/Instagram ads created
- Full-color brochure created

THE DAY YOUR HOUSE GOES ON THE MARKET

- House will typically go “active” on market on a Thursday or Friday
- House stocked with brochures
- House showings begin—*be ready!*

ONGOING STEPS

- Monitor showings through Showing Time and the Electronic Lockbox
- Collect feedback on showings and discuss with you
- Hold a minimum of 2 Open Houses in month one.
- Pre-Qualify Buyers to ensure financial ability to buy
- Present and discuss all offers
- Negotiate terms with other agent
- Oversee transaction process through settlement



PREPARING YOUR HOME *to sell*



- Make the front entrance inviting
- Clear away clutter (*Remove personal pictures, clear counters, clean house thoroughly*)
- Remove stains from the carpets
- Tidy the refrigerator, stove, drawers, cabinets, closets, etc.
- Freshen the appearance of rooms
- Fresh paint is the quickest way to modernize a home and reduce odors
- Arrange furniture for spaciousness
- Do all you can to reduce or eliminate cooking, pet or smoking odors
- Perform minor repairs, if necessary
- Replace outdated light fixtures
- Don't forget the garage and basement

3 REMINDERS BEFORE SHOWING YOUR HOME

- Make the beds and pick up toys
- Put dishes in dishwasher
- Turn on all lights inside and ensure they all work
- Open all window drapes
- Be absent during showings

STAGE

your home



1. YOU WILL MAKE MORE MONEY

U.S. Housing and Urban Development reports that a staged house sells, on average 17% higher than a non-staged house.

2. CUT YOUR DAYS ON THE MARKET IN HALF

Statistics show that a staged home was on the market for an average of 13.9 days versus 30.9 days without staging.

3. THE COST OF STAGING DOESN'T COST A DIME

In a 2003 HomeGain Survey of over 2000 Realtors, it was discovered that sellers who spent up to \$1000 staging their home, recovered almost 200% of the cost in the sale of their home.

4. MOST HOMES SELLERS CANNOT VIEW THEIR HOUSE OBJECTIVELY

If you can't see objectively, you can't "package" effectively. Have a staging professional give you a detailed, step by step, "Action Plan" for less than \$500 so you can do the work yourself.

5. LESS GUESSWORK

A professional home stager can manage your projects from start to finish OR give you a detailed report based on their extensive knowledge and training.

6. ONLY 10% OF HOMEBUYERS CAN VISUALIZE THE POTENTIAL OF A HOME

That's why staging a vacant home is critical! You don't want the benefits of your beautiful home left up to the buyer's imagination. Their minds are made up within 30 seconds!

7. THE MONEY YOU MAKE IS TAX FREE!

Take advantage of your tax-free capital gain by getting every dollar you can in the selling of your home.

8. LEAVING YOUR HOUSE IN "AS IS" CONDITION WILL HELP SELL THE COMPETITION

Competition can be stiff and buyers have an expectation when they walk in the door.

9. STUDIES SHOW THAT THE LONGER YOUR HOME STAYS ON THE MARKET, THE LOWER YOUR SELLING PRICE WILL BE!

Don't settle for less and lower that price, have your home staged!

10. THE MORE TRAFFIC THE FASTER THE SELL

Staged homes show better in print and online. Buyers are becoming savvy to recognizing staged homes are the better homes to see.

2-10 HOME BUYERS WARRANTY



brag about the confidence your home buyer has knowing they are protected for a full ten years.

confidence creates sales.

Defining the 2-10 Home Buyers Warranty® Structural Home Warranty.

1 YEAR WORKMANSHIP WARRANTY

The 1 year workmanship warranty provides surety coverage from the day of closing. It provides clearly defined construction standards for defects in materials and workmanship for the first year. If the builder defaults on their obligation, the warranty insurer fixes the defect.

What is covered:*

- 1 Roof Covering
- 2 Cabinets
- 3 Countertops
- 4 Door Panels
- 5 Exterior Siding
- 6 Hardwood Floor
- 7 Basement Floor
- 8 Ceramic Tile
- 9 Drywall
- 10 Interior Trim
- 11 Carpet
- 12 Paint
- 13 Fireplace

2 YEAR SYSTEMS WARRANTY

The 2 year systems warranty provides surety coverage from the day of closing. It provides clearly defined construction standards for defects in the distribution of electrical, plumbing and mechanical systems for a full two years if the builder defaults on their obligation.

What is covered:*

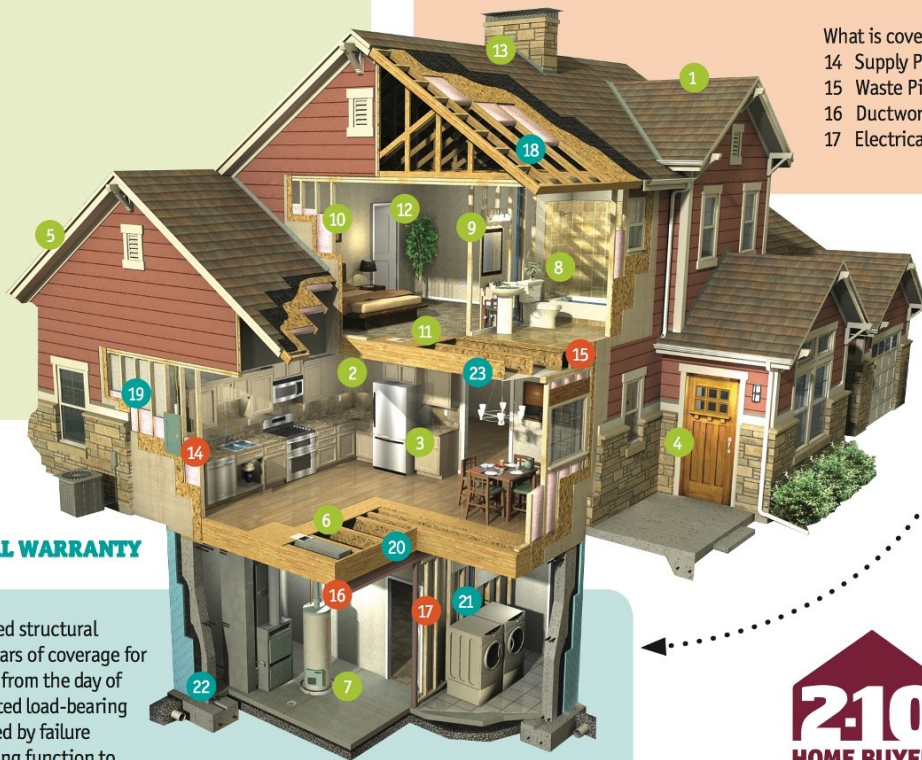
- 14 Supply Piping
- 15 Waste Piping
- 16 Ductwork
- 17 Electrical Wiring

10 YEAR STRUCTURAL WARRANTY

The 10 year insurance-backed structural warranty provides 10 full years of coverage for qualified structural defects from the day of closing. It protects designated load-bearing elements of the home caused by failure that affects their load-bearing function to the extent that the home becomes unsafe, unsanitary or otherwise unlivable.

What is covered:*

- | | |
|-----------------------|------------------|
| 18 Roof Framing | 21 Columns |
| 19 Load-Bearing Walls | 22 Foundation |
| 20 Beams | 23 Floor Framing |



LONG LIVE HAPPY HOMES®

2-10.com | 877.777.1344

COMPARATIVE MARKET *analysis*

THE MARKET VALUE OF YOUR HOME

Our goal is to obtain the top selling price for your home. To help determine the proper asking price, we conduct a comprehensive analysis of the market from comparable properties offered for sale in your area.

This comparative market analysis, or CMA, is prepared specifically for you based on homes similar to yours and the latest information on real estate prices. Databases, such as county tax records, are used to identify the properties that are most similar to your home and therefore most relevant to our market analysis.

Through detailed examination of the features of comparable properties, the location of these homes, and the terms of their listings and sales, we can establish the potential market for your property. We use this data, and a variety of calculations and algorithms, to help you pinpoint the most accurate price for your home.



OUR CMA TAKES INTO ACCOUNT

Similar Properties that are . . .

CURRENTLY LISTED & PENDING

This information is vital because it not only indicates the current pricing for comparable homes, but also identifies the competing properties that are potentially available to the prospective homebuyer.

Similar Properties that have . . .

RECENTLY SOLD

This critical information identifies what homeowners have actually received for properties over recent months and what financial institutions will use in determining what they are willing to lend a buyer for your house.

WANT TO KNOW
MORE ABOUT . . .

Samson Properties?

SAMSON
PROPERTIES

3RD
in greater D.C.

LARGEST RESIDENTIAL
REAL ESTATE COMPANY

WASHINGTON
BUSINESS JOURNAL

RANKED BY METRO-AREA
SALES VOLUME IN 2020

SAMSON
PROPERTIES

22ND
in the nation

INDEPENDENT BROKERAGES
TRANSACTIONS

REALTRENDS
FIVE HUNDRED
2021

TOP 500
LARGEST BROKERAGES
IN THE U.S.

SAMSON
PROPERTIES

15TH
in the nation

INDEPENDENT BROKERAGES
VOLUME

REALTRENDS
FIVE HUNDRED
2021

TOP 500
LARGEST BROKERAGES
IN THE U.S.

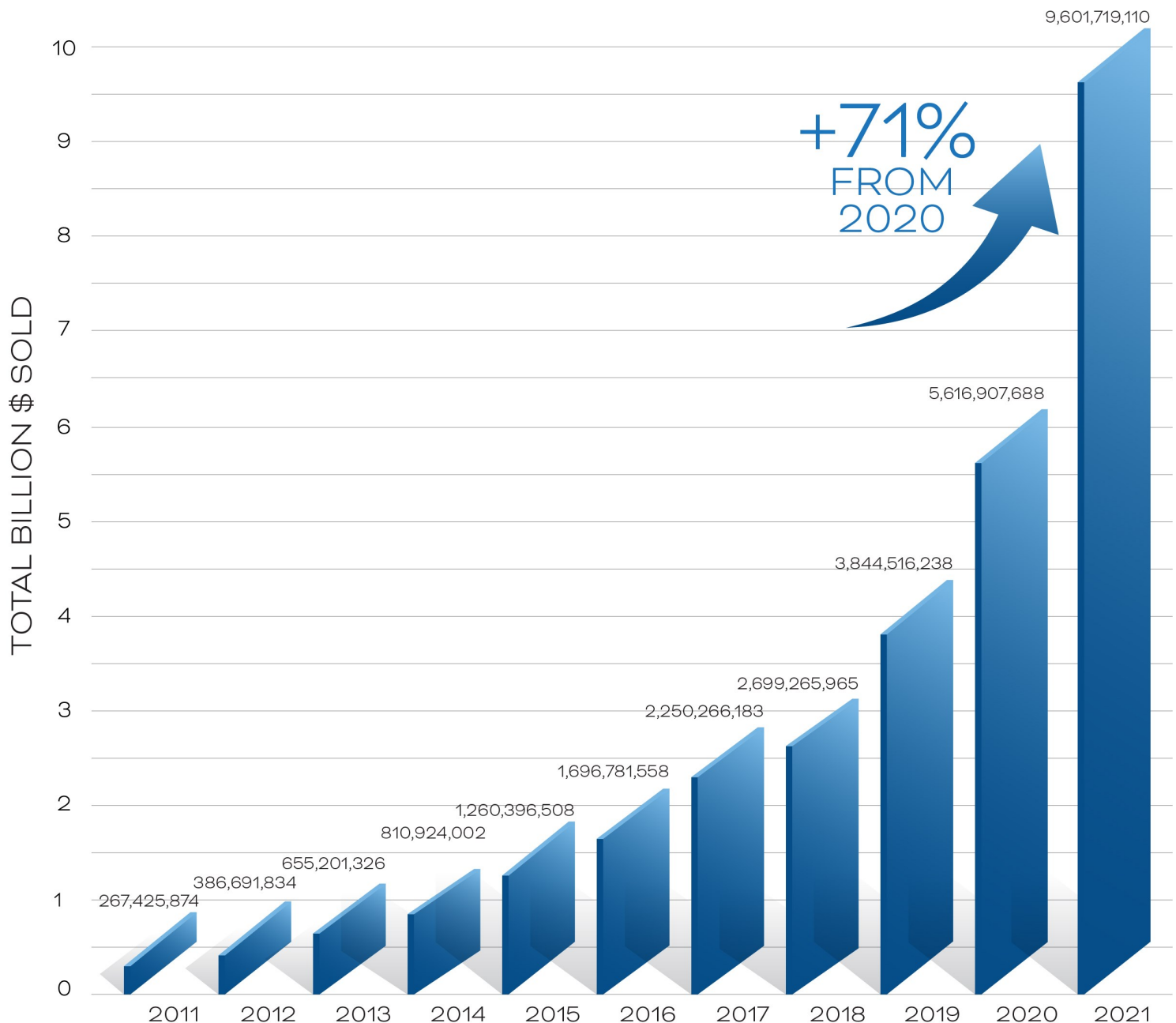
WHY CHOOSE

Samson Properties?

YEAR AFTER YEAR, WE PROVE THAT WE KNOW HOW TO BUY AND SELL HOUSES QUICKLY, AND
HOW TO GET SETTLEMENTS DONE EFFICIENTLY.

SAMSON
PROPERTIES

TOTAL SALES VOLUME

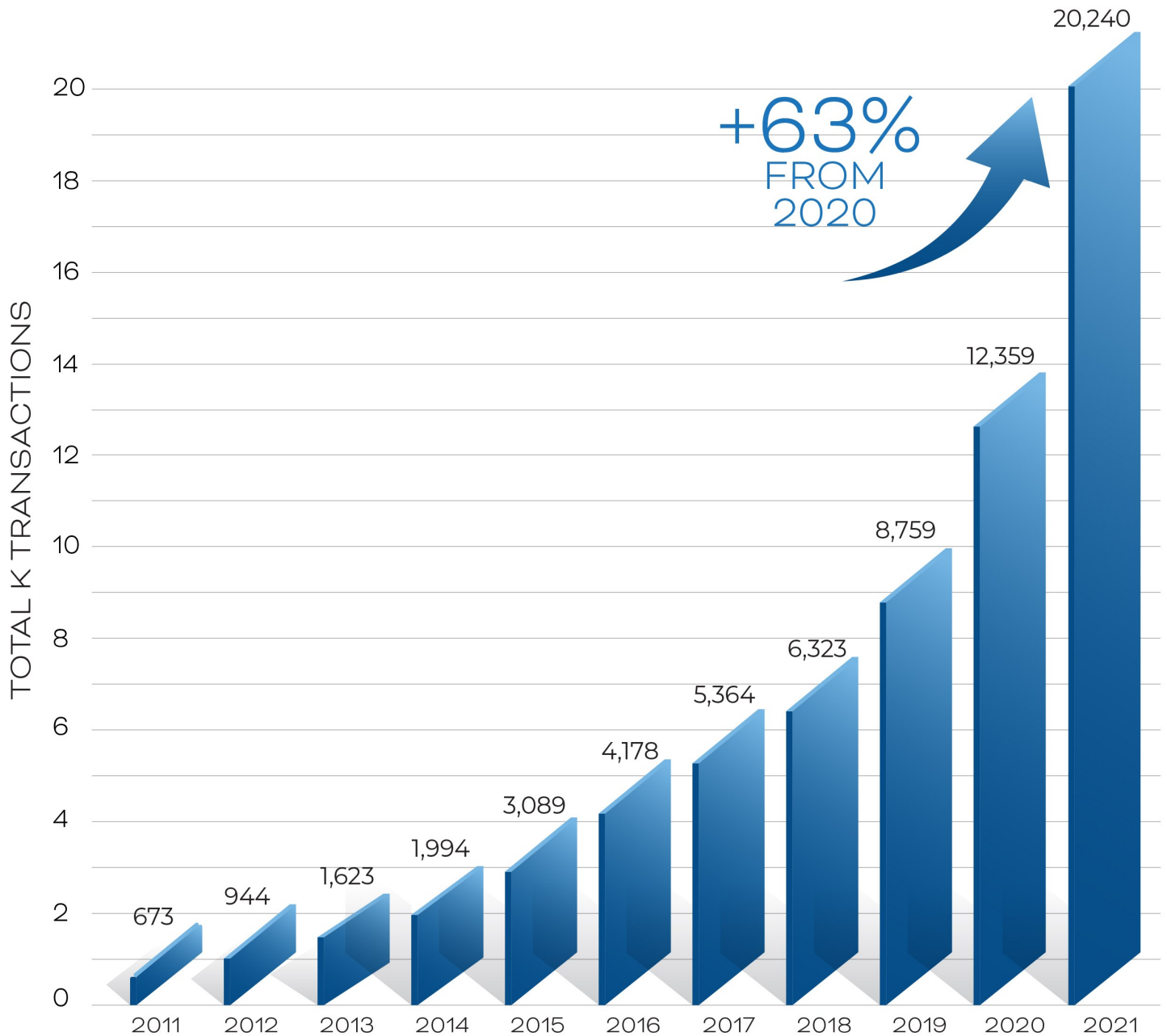


WHY CHOOSE

Samson Properties?

SAMSON
PROPERTIES

TOTAL TRANSACTIONS VOLUME



WHY CHOOSE

Samson Properties?

2021 REAL ESTATE MARKET STATISTICS

#1 in SALES

NORTHERN
VIRGINIA

SAMSON
PROPERTIES

ABOUT SIMMONS REAL ESTATE SERVICES...

Our Philosophy

We offer a refreshingly candid and genuine approach to the real estate industry in Virginia. We believe that transparency and communication are the key elements to a successful relationship and transaction, and we pride ourselves on providing our clients with everything they need to make the buying or selling process as stress-free as possible.

We dedicate ourselves to helping our clients while upholding the highest standards of professionalism, integrity and transparency.

No matter if you're looking to buy your first home or investment property, sell your current home, or find a temporary rental, we can help you find the best fit! Exceeding our client's needs and expectations is our goal, and we believe it's achieved through active listening and open communication. We will provide you with all the right tools and information so you can make the best-informed decision for all of your real estate needs.

We look forward to assisting you!

WHAT OUR CLIENTS *have to say*

"We had the pleasure of working with Tyler and Kelly when looking for our home. From day one, they were extremely responsive and had great suggestions for homes to view based on what we were looking for within our budget.

All throughout the negotiations and closing, Tyler and Kelly quickly kept us up to date which made the process seamless— it was a great buying experience! When the time comes when we will be looking for a new home, there isn't any question on who our Realtors will be!"

- L. Ziese

"We cannot recommend Tyler enough! Not only was he extremely personable, professional, and patient, but he consistently educated us and allowed us to make informed decisions throughout the process of buying our first home. After a long search in an extremely competitive housing market, we ended up in a home that was a perfect fit for our growing family. I guarantee you won't find a more responsive agent to guide you through this process."

- N. Meissner

"When I decided to start the process of purchasing my first home, I texted Tyler late on a Sunday evening. He immediately responded and got the ball rolling that evening. He was quick to schedule showings for me and the entire process could not have gone any smoother. My mother witnessed the efficiency, professionalism and expertise of Tyler and will be using him in the near future as well! I plan on this being my forever home, but if it's not, Tyler will most definitely be my Realtor!"

- E. Flannery

"Tyler was my buyer's agent in the purchase of my single-family home in Fairfax County, VA. He did a great job navigating a very competitive market that favors sellers, in which we were up against multiple other offers with waived contingencies, escalation clauses, etc. He helped me balance putting forth the strongest possible offer with protecting my financial interests in a market where inflation is a concern. Tyler is hardworking, detail-oriented, and refreshingly candid while also having a great personal touch; he truly cares about his clients and their needs. Simply put, I have my dream house because of his efforts."

- T. Kalbaugh

"Tyler Simmons was a pleasure to work with and to sell my home. No matter the time of day or night, if something popped up, he was all over it. He explained everything every step of the way and was very responsive. The process was smooth, stress-free, and couldn't have done any better. Tyler was able to market my home to receive several offers in a just a few short days and it sold over asking price. I would highly recommend Tyler to anyone!"



- A. Beard

WE ARE *dedicated*

We are dedicated to providing excellent customer service. Our philosophy is simple: clients come first. We pledge to be in constant communication with our clients, keeping them fully informed throughout the entire buying or selling process. We also believe in keeping in contact with past clients and helping them understand the how changes in the market could impact their buying or selling decisions.

We believe that if you're not left with an amazing experience, we have not done our job. We don't measure success through achievements or awards, but through the satisfaction of our clients. We take great pride in the relationships we build and always work relentlessly on our client's behalf to help them achieve their real estate goals.

Today's buyers and sellers need a trusted resource that can guide them through the complex world of real estate. With our extensive knowledge and commitment to providing only the best and most timely information to our clients, we are your go-to source for real estate industry insight and expert advice. Buying or selling a home is more than just a transaction: it's a life-changing experience. Feel free to contact us for all your real estate needs.



Comparative Market Analysis (CMA)


Overview

Address: [REDACTED] City: [REDACTED] County: [REDACTED]

Summary

Adjusted Property Value: \$434,000 - \$184/sq. ft. Value: \$377,000 - \$160/sq. ft.

Type	Beds	Baths
SFR	4	3




Listing Performance Report

Courtesy of: Yessica Sanchez | Office: Samson Properties | Phone: (371) 383-9459 | Email: jsanchez@samsonproperties.net

YOUR LISTING

3311 Martin Luther King Jr Avenue, Washington, DC 20032



MLS#	DCDC483442	Beds	4	Baths	2
Price	\$460,000	County	Washington		
Type	Interior Row/Townhouse				
Ownership	Fee Simple				
DOM	100	MLS Area	N/A		
		Neighborhood	Congress Heights		


YOUR LISTING SUMMARY

Your Listing Only	
4	3
27	23
4-Week Direct Email	4-Week Auto Email
6.53	147.75

Large Competitor Listing

Current				
Current Active Competitors: 5				
DOM 0 - 45 days: 4				
DOM 45 - 90 days: N/A				
DOM 91+ days: 1				

11/20	11/11/20	11/18/20	11/25/20
0	0	1	0
2	0	0	1
0	1	1	0
0	0	0	0
0	0	0	1



City Area Zip, MLS#, or Address

SEARCH SELL AGENTS OFFICE LOCATIONS LUXURY PROPERTIES SAMSON PROPERTIES SELLING BUYING JOIN THE FAMILY

Market report for 20110, VA

Updated 10/16/20

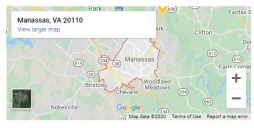
HOMES FOR SALE in last 30 days

132 \downarrow 2.4%

New to Market: 57 homes \downarrow 12.7%

Off the Market: 0 homes \rightarrow 0%

Days on Market: 87 days \uparrow 11.1%



AVERAGE HOME PRICE in last 30 days

\$372,046 \uparrow 2.3%

Price Reductions: 7 reductions \downarrow 22.2%

Price per Sqft: \$189 \downarrow 0.5%

Get full service sellers assistance from a local area expert. [LEARN MORE](#)

Homes for sale in 20110, VA

MOST EXPENSIVE

\$729,900
8700 Easing Green Drive Manassas, VA 20110

RECENT LISTINGS

\$449,990
9644 Branchview Lane Manassas, VA 20110

\$300,000
9112 New Indian Creek Manassas, VA 20110

POPULAR LISTINGS

\$489,900
8624 New Street Manassas, VA 20110

\$402,105
8302 Knight Station Way Manassas, VA 20110

Stay current by signing up to receive monthly updates. [SUBSCRIBE](#)

Listing types included in this report: Single Family, Condos, Townhouses



**FIRST
HERITAGE**
MORTGAGE

***You're not just making an
investment in your future . . .
YOU'RE CHANGING YOUR LIFE.***

Cardinal

TITLE GROUP

Cardinal Title Group is your in-house real estate settlement services company for residential and commercial clients in Virginia, Maryland and the District of Columbia. Cardinal Title has grown as Samson Properties has expanded and has a team of almost 100 title professionals dedicated to client satisfaction.

Headquartered in Chantilly Virginia, we perform closings in over 30 of the Samson Properties locations throughout the area. We strive to ensure your transaction is smooth and stress-free throughout the entire process and beyond. Our average processor has 10 years in the title industry and will make your transaction a seamless experience whether this is your first house or your seventh house.

Cardinal Title Group utilizes Qualia, a best in class encrypted system for processing your transaction. This means your information is secure and you can safely communicate with your dedicated processor about the status of your transaction with ease. If you have questions about how our professional and dedicated team can serve your settlement needs, you can contact our Director of Operations, Reid Hubbard. We look forward to working with you to exceed your expectations during the settlement process!

CARDINAL TITLE GROUP LLC

OFFICE PHONE: 703-896-5005
14291 PARK MEADOW DR SUITE 400
CHANTILLY, VA 20151
CONTRACTS@CARDINALTITLEGROUP.COM

CARRIE LINDSEY
President & Attorney

Carrie@CardinalTitleGroup.com

REID HUBBARD
Director of Operations

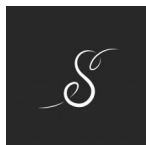
Reid@CardinalTitleGroup.com

BRUCE STERN
Managing Attorney, Maryland/DC
Bruce@CardinalTitleGroup.com

SAMSON

PROPERTIES

TYLER SIMMONS
REALTOR® | SAMSON PROPERTIES
703-380-3124
TSIMMONS.REALTOR@GMAIL.COM
SIMMONSREALESTATE.ORG



KELLY GRIECO
REALTOR® | SAMSON PROPERTIES
703-498-0567
KJEANMARIE.REALTOR@GMAIL.COM
SIMMONSREALESTATE.ORG



SIMMONS Real Estate Services, LLC

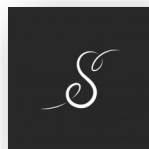


SIMMONS Real Estate, LLC | *“The Higher Standard”*

We would be honored to work with you!



SIMMONS Real Estate Services, LLC



SAMSON
PROPERTIES

